

Rep Order# 8870913 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 37380

Printed: 10/05/2012 9:06 AM  
Last Received: 10/05/2012 8:43 AM  
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$78,575  
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	400A-459A		:30	\$40.00	09/25-09/28	7	1	7	\$280.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$50.00	10/01-10/01	2	1	2	\$100.00	
				Buyline Comment: NEWS								
	3	M	700A-90CA		:30	\$200.00	10/01-10/01	4	1	4	\$800.00	
				Buyline Comment: EARLY SHOW								
	4	M	500A-60CA		:30	\$225.00	10/01-10/01	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	5	TU-F	500A-60CA		:30	\$565.00	09/25-09/28	3	1	3	\$1,695.00	
				Buyline Comment: NEWS								
	6	TU-F	700A-90CA		:30	\$440.00	09/25-09/28	1	1	1	\$440.00	
				Buyline Comment: EARLY SHOW								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	TU-F	1200P-1230P		:30	\$690.00	09/25-09/28	2	1	2	\$1,380.00	
				Buyline Comment: NEWS								
	8	TU-F	300P-40CP		:30	\$1,000.00	09/25-09/28	1	1	1	\$1,000.00	
				Buyline Comment: ELLEN								
	9	F	1000A-1100A		:30	\$350.00	09/28-09/28	0	0	0	\$0.00	
				Buyline Comment: PRICE								
	10	M	1200P-1230P		:30	\$325.00	10/01-10/01	1	1	1	\$325.00	
				Buyline Comment: NEWS								
	11	TU-F	900A-1000A		:30	\$650.00	09/25-09/28	1	1	1	\$650.00	
				Buyline Comment: KELLY								
	12	M	300P-40CP		:30	\$425.00	10/01-10/01	2	1	2	\$850.00	
				Buyline Comment: ELLEN								
	13	M	1000A-1100A		:30	\$1,575.00	10/01-10/01	1	1	1	\$1,575.00	
				Buyline Comment: PRICE								
	14	M	900A-1000A		:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
				Buyline Comment: KELLY								
	15	M	1100A-1200P		:30	\$550.00	10/01-10/01	1	1	1	\$550.00	
				Buyline Comment: Y & R								
	16	TU-F	630P-70CP		:30	\$300.00	09/25-09/28	1	1	1	\$300.00	
				Buyline Comment: INSIDE ED								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	17	M	630P-700P		:30	\$1,400.00	10/01-10/01	1	1	1	\$1,400.00	
				Buyline Comment: INSIDE ED								
	18	SA	500P-700P		:30	\$175.00	09/29-09/29	2	1	2	\$350.00	
				Buyline Comment: NEWS								
	*19	TU-F	500P-630P		:30	\$1,000.00	09/25-09/28	1	1	1	\$1,000.00	
				Buyline Comment: NEWS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	20	M	500P-630P		:30	\$500.00	10/01-10/01	3	1	3	\$1,500.00	
				Buyline Comment: NEWS								
	21	SA	700P-800P		:30	\$440.00	09/29-09/29	1	1	1	\$440.00	
				Buyline Comment: ET WEEKEND								
	22	M	700P-800P		:30	\$1,225.00	10/01-10/01	2	1	2	\$2,450.00	
				Buyline Comment: ET/INSIDER								
	23	TU-F	700P-800P		:30	\$1,000.00	09/25-09/28	2	1	2	\$2,000.00	
				Buyline Comment: ET/INSIDER								
	24	M	900P-1000P		:30	\$2,200.00	10/01-10/01	1	1	1	\$2,200.00	
				Buyline Comment: GIRLS/MIKE								
	25	TU	800P-900P		:30	\$6,000.00	09/25-09/25	1	1	1	\$6,000.00	
				Buyline Comment: NCIS								
	26	TH	900P-1000P		:30	\$5,750.00	09/27-09/27	1	1	1	\$5,750.00	
				Buyline Comment: P OF INTEREST								

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	27	SU	700P-80CP		:30	\$3,750.00	09/30-09/30	1	1	1	\$3,750.00	
				Buyline Comment: 60 MINUTES								
	28	F	900P-1000P		:30	\$3,500.00	09/28-09/28	0	0	0	\$0.00	
				Buyline Comment: JERSEY								
	29	SU	900P-1000P		:30	\$4,000.00	09/30-09/30	1	1	1	\$4,000.00	
				Buyline Comment: GOOD WIFE								
	30	TU-F	1235A-135A		:30	\$300.00	09/25-09/28	3	1	3	\$900.00	
				Buyline Comment: C FERGUSON								
	31	M	1235A-135A		:30	\$440.00	10/01-10/01	2	1	2	\$880.00	
				Buyline Comment: C FERGUSON								
	32	M	1135P-1237A		:30	\$275.00	10/01-10/01	2	1	2	\$550.00	
				Buyline Comment: LETTERMAN								
	33	SA-SU	1100P-1135P		:30	\$350.00	09/29-09/30	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	34	M	1100P-1135P		:30	\$600.00	10/01-10/01	1	1	1	\$600.00	
				Buyline Comment: NEWS								
	35	TU-F	1135P-1237A		:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	
				Buyline Comment: LETTERMAN								
	36	TU-F	1100P-1135P		:30	\$1,550.00	09/25-09/28	1	1	1	\$1,550.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	37	SU	600A-630A		:30	\$125.00	09/30-09/30	1	1	1	\$125.00	
				Buyline Comment: BEWS								
	38	TU-F	430P-500P		:30	\$940.00	09/25-09/28	2	1	2	\$1,880.00	
				Buyline Comment: NEWS								
	39	M	430P-500P		:30	\$1,575.00	10/01-10/01	1	1	1	\$1,575.00	
				Buyline Comment: NEWS								
	40	M	800P-900P		:30	\$6,500.00	10/01-10/01	1	1	1	\$6,500.00	
				Buyline Comment: MOTHER/NEIGHBORS								
	41	TU	1000P-1100P		:30	\$6,000.00	09/25-09/25	1	1	1	\$6,000.00	
				Buyline Comment: VEGAS								
	42	W	1000P-1100P		:30	\$5,750.00	09/26-09/26	1	1	1	\$5,750.00	
				Buyline Comment: CSI								
	43	SA	900P-1000P		:30	\$1,375.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: CRIMETIME								
	44	SA	1000P-1100P		:30	\$2,125.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: 48 HOURS								
	45	SU	1000P-1100P		:30	\$5,750.00	09/30-09/30	1	1	1	\$5,750.00	
				Buyline Comment: MENTALIST								
	46	TU-F	600A-700A		:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	
				Buyline Comment: NEWS								

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	47	SA	1135P-1235A		:30	\$55.00	09/29-09/29	1	1	1	\$55.00	
				Buyline Comment: P PRACTICE								
	48	SA	1235A-135A		:30	\$50.00	09/29-09/29	1	1	1	\$50.00	
				Buyline Comment: DAVINCI								
	49	SA	135A-235A		:30	\$30.00	09/29-09/29	1	1	1	\$30.00	
				Buyline Comment: C SQUAD								
	50	W	1000A-1100A		:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	51	SA	930A-1200P		:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
				Buyline Comment: ACC FOOTBALL								
	52	F	400A-459A		:30	\$40.00	09/28-09/28	1	1	1	\$40.00	
				Buyline Comment: NEWS								
	53	SA	135A-235A		:30	\$30.00	09/29-09/29	1	1	1	\$30.00	
				Buyline Comment: COLD SQUAD								

---REPORT TOTALS---

Report Totals: 76 / \$78,575.00

---SALES MONTHLY TOTALS---

Sep 12: 49 / \$56,195.00 Oct 12: 27 / \$22,380.00

Sales Totals: 76 / \$78,575.00

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Station Totals: 76 / \$78,575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$261,917	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+